

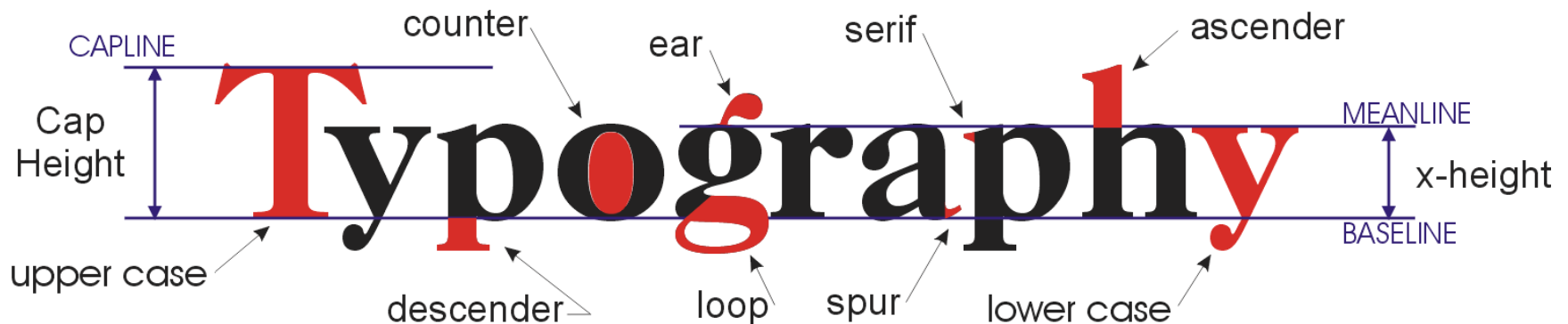
TYPOGRAPHY INFORMATION

D&T: GRAPHIC PRODUCTS

Typography is an essential part of Graphic Products.

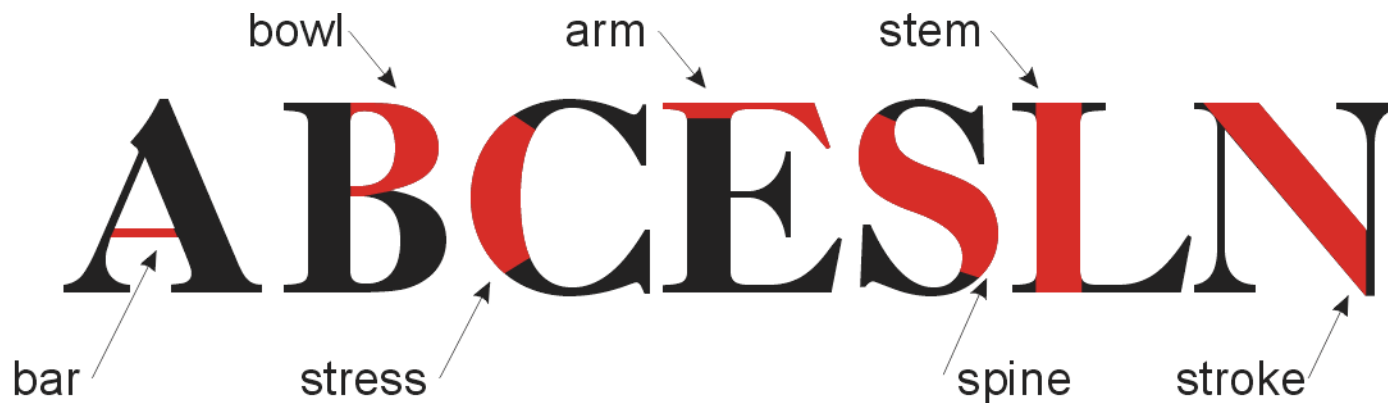
It is necessary to be able to work with type and to understand some of the basics of Typography.

Naming the parts of type is the first part.



Caslon OldFace

D&T: CYNHYRCHION GRAFFIG



Caslon OldFace

D&T: GRAPHIC PRODUCTS

There are many thousands of fonts available.

They can be categorised in many ways.

No system of categorisation is foolproof.

The one that we use is quite straightforward.

OLDSTYE

SANS SERIF

MODERN

Script

SLAB SERIF

DECORATIVE

D&T: CYNHYRCHION GRAFFIG

OLDSTYLE

Based on hand lettering.

Always has SERIFS.

Lowercase serifs always at an angle.

Thick and Thin parts to letters.



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EXAMPLES:

BASKERVILLE
BENGUIAT
CASLON
GARAMOND
GOUDY
PALATINO
TIMES

OLDSTYLE

Caslon OldFace 72pt

Oldstyle

Baskerville 72pt

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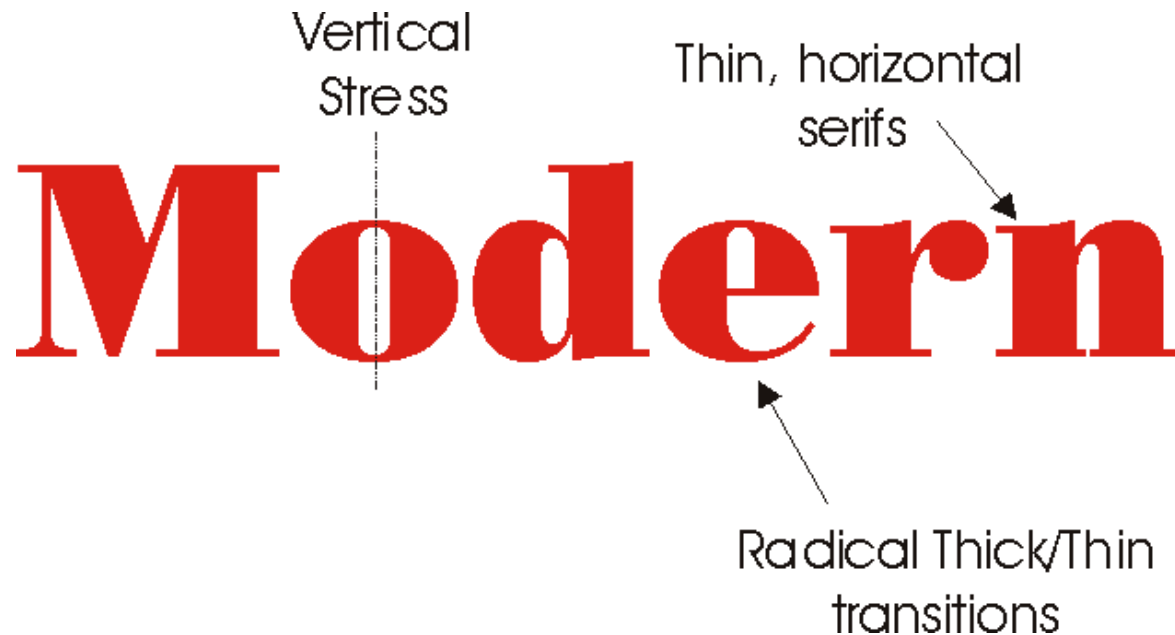
MODERN

Vertical stress, cold & elegant.

Always has SERIFS.

serifs always thin & horizontal.

Thick and Thin parts to letters.



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EXAMPLES:

| |
|----------------|
| Bodoni |
| Fenice |
| Poster |
| Walbaum |

MODERN

PosterBodoni72pt

MODERN

Fenice 72pt

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SLAB SERIF

Sometimes called 'Egyptian'.

Always has SERIFS.

Serifs are horizontal thick slabs.

No thick and thin parts to letters.



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EXAMPLES:

American Typewriter

Clarendon

Memphis

New Century Schoolbook

Ronald

SLAB SERIF Clarendon 72pt

Slab serif American Typewriter 72pt

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SANS SERIF

Based on hand lettering.

Never has SERIFS.

Often available 'extended' & 'condensed'. No thick and thin parts to letters.

The diagram shows the words "Sans" and "Serif" in a red, bold, sans-serif font. Three annotations with arrows point to specific features: "No serifs anywhere" points to the top of the 'S' in "Sans"; "Vertical Stress" points to the vertical stem of the 'r' in "Serif"; and "No Thick/Thin transitions" points to the bottom of the 's' in "Sans".

No serifs
anywhere

Vertical
Stress

Sans Serif

No Thick/Thin transitions

D&T: GRAPHIC PRODUCTS

EXAMPLES:

- Arial**
- AvantGarde**
- Futura**
- Helvetica**
- Swiss**
- Verdana**

SANS SERIF Futura Md 72pt

Sans serif Verdana 72pt

D&T: CYNHYRCHION GRAFFIG

STANDARD – COMPRESSED - EXTENDED

Sans Serif

Swiss 721 Blk BT

Sans Serif

Swiss 721 BlkCn BT

Sans Serif

Swiss 721 BlkEx BT

36 point text

D&T: GRAPHIC PRODUCTS

FORMS OF A FONT: SWISS 721

Sans Serif

Sans Serif

Sans Serif

Sans Serif

Sans Serif

Sans Serif

Sans Serif

Sans Serif

Sans Serif

Swiss 721 BT

Swiss 721 Th BT

Swiss 721 Lt BT

Swiss 721 Md BT

Swiss 721 Hv BT

Swiss 721 Blk BT

Swiss 721 BdOul BT

Swiss 721 BdRnd BT

Swiss 721 BlkRnd BT

D&T: CYNHYRCHION GRAFFIG

FORMS OF A FONT: SWISS 721

CONDENSED

Sans Serif

Swiss 721 Cn BT

Sans Serif

Swiss 721 LtCn BT

Sans Serif

Swiss 721 BlkCn BT

Sans Serif

Swiss 721 BdCnOul BT

D&T: GRAPHIC PRODUCTS

FORMS OF A FONT: SWISS 721

EXTENDED

Sans Serif

Swiss 721 Ex BT

Sans Serif

Swiss 721 LtEx BT

Sans Serif

Swiss 721 BlkEx BT

D&T: CYNHYRCHION GRAFFIG

SCRIPT

Based on hand lettering with a pen, brush, pencil or technical pen.



Also available as unconnected and traditional calligraphic styles

D&T: GRAPHIC PRODUCTS

EXAMPLES:

- Absalom**
- Amazona**
- Bradley Hand**
- Brush Script**
- Staccato**

Script

Bradley Hand 72pt

Script

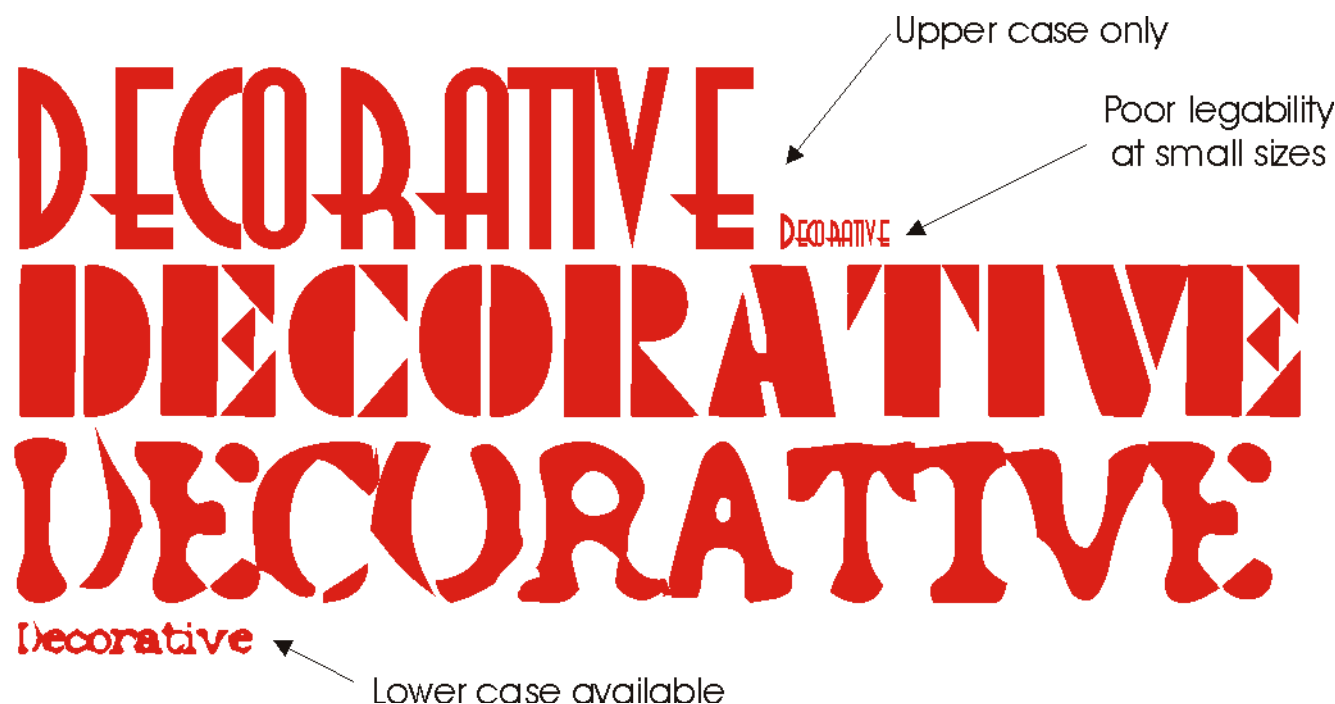
Brush Script 72pt

D&T: CYNHYRCHION GRAFFIG

DECORATIVE

Easy to identify. If you feel that you could not read more than a few words written in this font your identification is correct.

They are so distinctive that their use is limited. Often only available as uppercase and only work well when bigger than 36pts.



D&T: GRAPHIC PRODUCTS

EXAMPLES:

- Eccentric**
- Dayton**
- Excess**
- Jazz**
- Puppylike**

DECORATIVE Eccentric 72pt

Decorative Jazz 72pt

D&T: CYNHYRCHION GRAFFIG

Match the text to the groups,
OLDSTYLE: MODERN: SLAB SERIF: SANS SERIF: SCRIPT: DECORATIVE.

RECOGNITION QUIZ

At the games

I'll remember you

The enigma

It's your attitude

High Society

Spreads quickly